



09/807887 #4  
JC03 Rec'd PCT/PTO 19 APR 2001

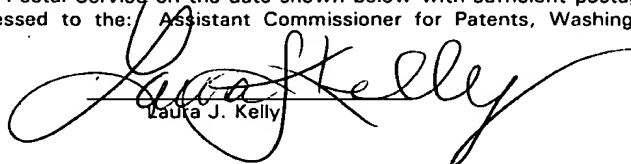
CERTIFICATE OF MAILING (37 CFR 1.8(A))

PATENT

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231.

Date:

17 April 2001

  
Laura J. Kelly

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PCT Appln No. PCT/US99/28628	Int. FILING DATE 02 DEC 1999	FIRST NAMED INVENTOR ELDERING	ATTY. DKT. NO. T706-11
TITLE CONSUMER PROFILING AND ADVERTISEMENT SELECTION SYSTEM		ART UNIT UNKNOWN	EXAMINER UNKNOWN

Assistant Commissioner for Patents  
Washington, D.C. 20231

**INFORMATION DISCLOSURE STATEMENT**

In accordance with the provisions of 37 C.F.R. §1.97, Applicants hereby wish to make of record the references listed on the accompanying PTO Form 1449 for consideration by the Examiner in the examination of the above-identified patent application. Copies of the patent documents are enclosed.

This Information Disclosure Statement is being submitted:

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check, or authorization to charge deposit account, in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

Attached hereto is Form PTO-1449 listing documents believed to be relevant to the above-captioned application. It is respectfully requested that these documents be considered by the Examiner. The relevance of each non-English document is as follows:

**REMARKS:**

None.

This disclosure statement should not be construed as a representation that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

It is believed that this disclosure complies with the requirements of 37 C.F.R. §§ 1.56, 1.97, and 1.98, and the Manual of Patent Examining Procedures § 609. If for some reason the Examiner considers otherwise, it is requested that the undersigned be contact by telephone promptly so that any deficiency can be remedied.

Some of the documents may have markings thereon. No significance is intended to be attached to the markings.

The submission of these documents is not intended to be deemed an admission that they constitute analogous art.

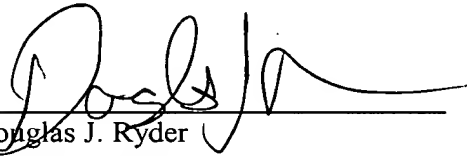
**CERTIFICATION**

Applicant(s) certify that:

- ☐ (1) Each item or reference was cited in a communication from a foreign patent office in a corresponding foreign application not more than three months prior to the filing date of the Statement; or

- ☐ (2) No item or reference was cited in a communication from a foreign patent office in a corresponding foreign application or, to the knowledge of the Applicant(s), was known more than three months prior to the filing of the Statement.

Respectfully submitted,

  
\_\_\_\_\_  
Douglas J. Ryder  
Reg. No. 43,073

Date: 4/17/01

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300 North Broad Street  
Doylestown, PA 18901  
(215) 348-0265



09/807887  
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Form PTO-1449 (REV. 8-83)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. T706-11	INT. APPLN NO. PCT/US99/28628
<b>INFORMATION DISCLOSURE CITATION</b>  (Use several sheets if necessary)		APPLICANT ELDERING	
		INT. FILING DATE 02 DEC 1999	GROUP UNKNOWN

**U.S. PATENT DOCUMENTS**

EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AA	4	5	4	6	3	8	2	10/85	McKenna et al.	358	84	
	AB	4	8	8	3	3	0	8	05/89	Humble	235	383	
	AC	5	1	2	8	7	5	2	07/92	Von Kohorn	358	84	
	AD	5	1	5	5	5	9	1	10/92	Wachob	358	86	
	AE	5	2	2	3	9	2	4	06/93	Strubbe	358	86	
	AF	5	2	2	7	8	7	4	07/93	Von Kohorn	358	84	
	AG	5	2	3	1	4	9	4	07/93	Wachob	358	146	
	AJ	5	2	8	5	2	7	8	02/94	Holman	358	142	
	AK	5	4	1	0	3	4	4	04/95	Graves et al.	348	1	
	AL	5	4	4	6	9	1	9	08/95	Wilkins	455	6.2	
	AM	5	5	1	5	0	9	8	05/96	Carles	348	8	

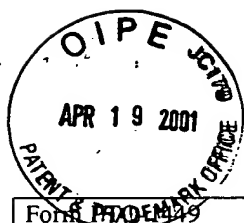
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	BA	9	7	1	2	4	8	6	04/97	WO				
	BB	9	7	4	1	6	7	3	11/97	WO				
	BC	9	8	2	1	8	7	7	05/98	WO				
	BD	9	8	2	8	9	0	6	07/98	WO				
	BE	9	9	0	1	9	8	4	01/99	WO				

**OTHER DOCUMENTS** (Including Author, Title, Date, Pertinent Pages, Etc.)

CA	Product literature, Aptex Software Inc., "SelectCast for Commerce Servers," printed from <a href="http://ww.aptex.com/products-selectcast-commerce.htm">http://ww.aptex.com/products-selectcast-commerce.htm</a> on 06/30/98; 9pp.
CB	Product literature, DoubleClick, "Dynamic Advertising Reporting and Targeting (DART)," printed from <a href="http://ww.doubleclick.net/dart">http://ww.doubleclick.net/dart</a> on 06/19/98; 16pp.
CC	Product literature, Imgis, "Ad Force," printed from <a href="http://www.starpt.com/core">http://www.starpt.com/core</a> on 06/30/98; 5pp.
CD	Product Literature, AdForce, "AdForce Strategic Partners", pronted from <a href="http://www.adforce.com/home/cust3_part.htm">http://www.adforce.com/home/cust3_part.htm</a> on 03/27/00; 2pp.
CE	Press Release, AdForce, "AdForce Introduces AdForce Everywhere: Advertising, Marketing & Promotions Wherever a Digital Signal Can Be Sent", printed from <a href="http://biz.yahoo.com/bw/000327/ca_adforce_1.htm">http://biz.yahoo.com/bw/000327/ca_adforce_1.htm</a> on 03/27/00; 3pp.
CF	IEEE Paper, "Netvertising: content-based subgeneric variations in a digital genre" by Fortanet, I., Palmer, J. and Posteguillo, S. 06/98, 12pp.

EXAMINER	DATE CONSIDERED
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EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



09/807887  
JUL 13 Rec'd PCT/PTO 19 APR 2001

Form PTO/DP-19  
(REV. 8-83)

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

INT. APPLN NO.

T706-11

PCT/US99/28628

APPLICANT

ELDERING

INT. FILING DATE

02 DEC 1999

GROUP

UNKNOWN

# INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AN	5	5	9	2	5	6	0	01/97	Deaton et al	382	100	
	AO	5	6	1	9	7	0	9	04/97	Caid et al	395	794	
	AP	5	6	8	7	3	2	2	11/97	Deaton et al	395	214	
	AQ	5	7	5	8	2	5	9	05/98	Lawler	455	5.1	
	AR	5	7	6	1	6	0	1	06/98	Nemirofsky et al	455	3.1	
	AS	5	7	7	4	1	7	0	06/98	Hite et al	348	9	
	AT	5	7	7	4	8	6	8	06/98	Cragun et al	705	10	
	AU	5	7	9	4	2	1	0	08/98	Goldhaber et al	705	14	
	AV	5	8	3	2	4	5	7	11/98	O'Brien et al	705	14	
	AW	5	9	4	8	0	6	1	09/99	Merriman et al	709	219	
	AX	5	9	7	4	3	9	9	10/99	Giuliani et al	705	14	

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	BF	9	9	0	4	5	6	1	01/99	WO				
	BG	9	9	4	4	1	5	9	09/99	WO				
	BH	0	0	0	8	8	0	2	02/00	WO				
	BI	0	0	1	4	9	5	1	03/00	WO				
	BJ	0	0	3	3	2	2	4	06/00	WO				

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)


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Form PTO-1449 (REV. 8-83)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. T706-11	INT. APPLN NO. PCT/US99/28628
INFORMATION DISCLOSURE CITATION  (Use several sheets if necessary)		APPLICANT ELDERING	
		INT. FILING DATE 02 DEC 1999	GROUP UNKNOWN

U.S. PATENT DOCUMENTS

EXR INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AY	5	9	7	7	9	6	4	11/99	Williams et al	345	327	
	AX	6	0	1	2	0	5	1	01/00	Sammon, Jr. et al	706	52	
	AAA	6	0	2	0	8	8	3	02/00	Herz et al	345	327	
	ABB	6	0	3	5	2	8	0	03/00	Christensen	705	14	
	ACC	6	0	8	8	7	2	2	07/00	Herz et al	709	217	
	ADD	6	1	1	9	0	9	8	09/00	Guyot et al	705	14	
	AEE	6	1	7	7	9	3	1	01/01	Alexander et al	345	327	

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO
	BK	0	0	5	4	5	0	4	09/00	WO				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)


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DATE CONSIDERED

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